



Office of the City Manager

July 27, 2017

To: Honorable Mayor and
Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: **2-1-1 Phone Service (Social Services Hotline)**

Attached is the 2-1-1 Narrative Report for June 2017, including a summary of calls by city. If you have any questions, please contact Savita Chaudhary, Information Technology Director, at 981-6541.

Attachment

cc: Jovan Grogan, Deputy City Manager
Mark Numainville, City Clerk
Ann-Marie Hogan, City Auditor
Savita Chaudhary, Information Technology (IT) Director
Teresa Berkeley-Simmons, Budget Manager
Matthai Chakko, Assistant to the City Manager/Public Information Officer

Noteworthy Updates

During the month of June, 6,936 calls were handled by 2-1-1 Resource Specialists and 7,846 health, housing and human services referrals were provided. Of the unduplicated callers, 76% were female, 28% were single mothers with minor children, and 51% reported they were living with disabilities. (These statistics exclude callers who opted to not provide demographic information during intake.) The call examples below show the breadth and depth of calls handled. Additional people are also relying on Eden I&R's websites, including our online health and human services resource directory; in June they received 16,769 pageviews and 4,765 sessions.

Throughout fiscal year 2017, Eden I&R continued to serve 100,000 plus people over the phone, via the web, and in person. Affordable housing continued to be the number one requested need in every city, each month of the year. 2-1-1 Alameda County served people throughout Alameda County via the easy to remember three-digit phone number and online at www.211alamedacounty.org.

Highlights of last fiscal year include: 2-1-1 handled 66,131 calls and provided 98,908 referrals to critical health, housing, and human services resources; Eden I&R's phone line staff handled 10,659 after-hours calls for Alameda County's Adult Protective Services, Child Protective Services, Foster Care Placement, and Public Guardian; Eden I&R's websites, including our online health and human services resource directory, received 217,868 pageviews from 68,908 sessions/visitors; 2,606 units of housing were added to the Eden I&R housing database and 3,020 program records were updated in Eden I&R's health and human services database, together providing the public with the most comprehensive resource databases available in Alameda County; and Eden I&R staff and volunteers participated in 117 community events and fairs and distributed over 60,000 pieces of outreach material throughout Alameda County.

In 2017, Eden I&R's celebrates its 10th year of providing the 2-1-1 service to Alameda County, while successfully achieving our mission of "linking people and resources."

Call Information

Call Examples

~ A young caller from Hayward was seeking assistance with housing. She informed 2-1-1 that she had a four-year-old child of her own and she had custody of her sibling's children, as the sibling was incarcerated. Initially CPS had taken custody of the brother's two children but the caller has since been granted temporary custody. The sibling's partner and co-parent of their children, who was formerly incarcerated, had been released and was on probation, but was deemed medically unfit to parent by CPS. The caller had received threats from her sibling's partner's family, which she has reported to law enforcement. The caller was working full-time, but she was at risk of becoming homeless with the children. 2-1-1 asked and was informed by the caller that she has applied for CalWorks/CalFresh benefits for the children and the application has been approved. The family was just waiting for the benefits to commence. 2-1-1 referred the caller to the Homeless Assistance Program offered through Alameda County Social Services. 2-1-1 also asked the caller if she had reached out to the Victim/Witness Assistance Program through the Alameda County District Attorney's Office. The caller informed 2-1-1 that she had not. 2-1-1 referred the caller to the Victim/Witness Assistance Program for victim of crime support services.

~ A San Leandro youth was seeking transitional housing referrals. The caller informed 2-1-1 that he was on probation. 2-1-1 referred him to Beyond Emancipation Transitional Housing, Covenant House, and Youth Engagement Advocacy Housing- YEAH!

~ An Oakland resident on probation was in need of clothing as he had just been released from jail. The caller informed 2-1-1 that he had called from GEO Reentry Program. 2-1-1 referred the caller to North Oakland Helping Hands General Closet for clothing and dry goods, to Harbor House Ministries that provides Youth Programs, Education Programs, Economic Development and Spiritual Development Programs to families in the San Antonio neighborhood of Oakland and beyond, and to their Emergency Food Program. The caller was also referred to Rescue Mission for hot meals and clothing. The caller's case manager asked for an email address where they could direct their queries, which 2-1-1 provided.

Call Examples	~ An Alameda caller was in need of health care resources. She stated that her medically fragile mother needed in-home/assisted care and mental health resources. The caller informed 2-1-1 that her father had recently passed away, following terminal illness, and that her mother was trying to cope with the loss, alongside her failing health. 2-1-1 provided the caller with referrals to Home Health Care-Asian Network Pacific Care and Hospice, IHSS-In Home Support Services, and the Stegner registry for senior housing/home support services. For mental health services, the caller was provided a referral to the Alameda County Behavioral Health Care Services - ACCESS Program. Since the caller had informed 2-1-1 that her father had been a veteran, 2-1-1 offered to follow-up with the caller to offer veteran support services related information.
	~ A Berkeley resident on parole sought assistance with finding a room to rent. Although the caller was employed, his wages were too low for him to afford a market rate apartment and he was living in a trailer with no running water or electricity. 2-1-1 referred him to three rooms available for rent in Hayward that were within his budget. 2-1-1 also advised the caller to contact the Alameda County Parole/Probation Department for additional resources.
	~ A homeless veteran with a disability in Fremont needed referrals to a shelter and soup kitchen. His legally blind girlfriend was with him and they received income from General Assistance and Social Security. 2-1-1 referred the caller to the Salvation Army's Sunday Dinner Program in Hayward. For shelter, 2-1-1 referred the caller to Sunrise Village in Fremont, run by Abode Services; he was also referred to Second Chance's Emergency Shelter in Newark and to the Berkeley Shelter Bed Reservation System run by the Berkeley Food and Housing Project. Since both the caller and his girlfriend had disabilities, 2-1-1 also referred them to the Housing Search Assistance Program offered by CRIL (Community Resources for Independent Living) in Fremont.
	~ A homeless female who had been living in Livermore informed 2-1-1 that she had been living in her car, which was confiscated by the police because it was not registered, As a result, the caller had no place to stay and asked for a hotel voucher and referral to shelters. 2-1-1 referred her to Sojourner House, a shelter run by Tri-Valley Haven in Livermore. Additionally, she was referred to the Livermore Police Department's Motel Voucher Program, which offers motel vouchers during emergency situations to Livermore residents who have a valid ID that shows a Livermore address.
	~ A Dublin resident with a mental health disability requested referrals to mental health therapists that accepted Medi-Cal. 2-1-1 referred the caller to Axis Community Health in Pleasanton; to the Outpatient Counseling Program, offered by La Familia Counseling Service in Hayward; and to the Psychology Clinic at the University of California in Berkeley, which offers psychotherapy on a sliding scale basis. Additionally, she was referred to Pathways to Wellness Medication Clinic in Oakland.
Caller Feedback	"Your 2-1-1 service is excellent. I was looking for some information for housing and I am happy with all the information you gave me. Thank you."
	"I live in Oakland and I got good references from your employee. I give her 5 stars. Thank you for the information."
	"I got help from 2-1-1 Alameda County. The employee was really kind and helpful."
	"I am in Union City. I was served by your employee today, and she did a wonderful job, helping me out and giving me listings."
Staff In-services and Training	~ In-service presentation by the Pacific Center for Human Growth
	~ 2-1-1 Staff Meeting
Resource Information And Technology Updates	
Services Database	~ Four new agencies and twelve new programs were added to the 2-1-1 Services Database this month.
	~ Summer Lunch Programs were updated in Database.
	~ The Services Database contains 1,174 agencies and 3,020 programs.

Housing Database	~ 219 new units were added to the housing database this month.
	~ The Housing database contains 85,602 total housing units.
	~ Housing Subscriptions (mail, PDF & OHIP) were sent to community-based organizations in Alameda County and San Francisco County.
Online Services Website	~ Eden I&R's health and human services data is provided free through the agency's publicly accessible websites at www.edenir.org and www.211alamedacounty.org , and www.alamedaco.info . This month the Online Services Directory received 16,769 pageviews and 4,765 sessions/visitors.
Website Updates	~ Updated our public facing website with links and information on Summer Lunch Programs, and current Alameda County Cooling Center information; continued promotion of a link offering registration for Disaster Preparedness Webinar.
Technology	~ Work has begun on a new website design and the implementation of direct database access capabilities for the achousingchoices.org website. When complete, the site will have a simplified search capability and easier navigation throughout the site. Included in the site will be a helpful frequently asked questions section and additional resources to aid site visitors with their affordable housing search in Alameda County. Most importantly, will be the integration of Eden I&R's new Housing database into the website resulting in updates automatically being reflected on the site upon the save of the change in our database and the refresh of the search page by the site visitor.
	~ Improvements to backup equipment for our After Hours service. Additional levels of backup equipment and internet connectivity were added for our After Hours staff. This additional equipment and internet connectivity now provide additional options for connectivity should current backup equipment and connectivity not be available.
	~ Data reporting and analysis was conducted for several potential partnership opportunities around the topic of embedding Eden I&R Housing and Health and Human Services information into third party websites. This continues to be an area where we are seeing significant interest from our community partners.
Outreach/Public Information Activities	
Meetings	~ The Executive Director and Development Manager met with a representative of the Oakland Metropolitan Chamber of Commerce to sell one of the last Big Blue Books in stock. We also took the opportunity to provide information about the agency and potential new ways Eden I&R can supply others with data now that we are no longer producing the Big Blue Book. We discussed ways in which our two entities might partner in the future, and we shared information on Eden I&R's disaster preparedness trainings and workshops that the Chamber and/or some of its members might find useful.
	~ Members of the management team took a rare "field trip" outside Alameda County to meet with senior staff from One Degree at their San Francisco office. The discussion continued about possible ways our two organizations might collaborate.
	~ The Executive and Deputy Directors hosted a City of Hayward staff member for a monitoring visit as part of the city's funding of 2-1-1. Staff were pleased to receive a positive closeout letter documenting, among other things, Eden I&R's "solid foundation of administrative systems" and that "management and staff possess a wide array of applicable work experience and are highly knowledgeable about the work program and regulatory requirements."
	~ The Executive Director and IT Director met with a consultant who is working with the city of Berkeley on the Berkeley Age-Friendly Continuum. We discussed possible ways that Eden I&R might assist the project in the future with data needs.
	~ The Executive Director met with county staff to discuss the new contract for Eden I&R/2-1-1 to serve as the countywide call center as part of Alameda County's planned Coordinated Entry System. Eden I&R staff is excited to be part of this new architecture for the county and is preparing for the launch in the fall.
	~ The Executive Director made a presentation on 2-1-1 to the Livermore Human Services Commission.

Meetings	~ The Executive Director participated in a monthly phone call of the AICoVOAD Executive Committee. Topics discussed included preparing for the quarterly meeting; the emergency preparedness components of the Grey Command exercises taking place in September; and how to expand AICo VOAD membership.
	~ The Executive Director attended a Probation Department sponsored workshop with HTA consultants that focused on best-practices and strategic planning for organizations.
	~ The Executive and Deputy Directors attended the Community Capacity Fund Phase II Kick-off Meeting, hosted by the Probation Department and HTA/Jeweld Legacy Group consultants, to meet with other grant recipients and learn more about timeline, reporting, available technical assistance, etc. Eden I&R is thrilled to be one of the agencies selected to receive funding from the Probation Department for a variety of capacity building needs which will strengthen both our staff and our infrastructure.
	~ The Deputy Director and Finance Director attended a meeting with the Probation Department to learn about the contract and invoice procedures for the Community Capacity Fund grantees.
	~ The Deputy Director attended a Probation Department sponsored workshop with HTA consultants that offered Community Capacity Fund applicants and grantees a chance to learn about and discuss best practices for grant-writing and fundraising so that organizations become sustainable.
	~ The Deputy Director presented to American Red Cross Disaster Cycle Services Volunteers and staff about 2-1-1 Alameda County and shared examples of when the American Red Cross and Eden I&R have responded to disasters as partners, including the Ghost Ship Warehouse Fire and San Pablo Avenue Fire.
	~ The Deputy Director attended the Workforce Development Program Operators Quarterly Meeting where she participated in workgroup sessions about how best to communicate, network, and engage employers with job seekers, including individuals with language or other barriers to services.
	~ The Deputy Director attended the quarterly Nor Cal VOAD meeting and heard updates about the national VOAD conference and reviewed a services portal that is being implemented by So Cal VOAD.
	~ The Deputy Director presented at the AC-Oakland Community Action Partnership Public Hearing on Poverty in Alameda County and invited the public and service providers to call 2-1-1 for helpful resource referrals, including housing search assistance and immigration related services needs.
	~ The Deputy Director participated at the Yellow Command Exercise tabletop meeting at the Office of Emergency Services in Dublin, and shared information about disaster services offered by Eden I&R.
	~ The Deputy Director attended the Emergency Management and Disaster Preparedness Council quarterly meeting in Oakland and learned about Oakland's Emergency Operations Plan and Training Plan.
	~ The Deputy Director participated in a Coordinated Entry System sub-committee meeting for planning around domestic violence related calls and advocacy. 2-1-1 Alameda has been selected as the CES Call Center and will complete call intakes and make referrals to Housing Resource Centers in Alameda County.
	~ The 2-1-1 Program Manager attended the Fiscal and Procurement Workgroup, hosted by the Alameda County Probation Department, and learned about updates to the FY17 and FY18 budgets, upcoming RFP opportunities, and information about the 1400 Jobs Initiative.
	~ Members of the management team had a phone call with a staff member from the San Francisco Mayor's Office of Housing and Community Development to learn more about the DAHLIA housing portal that features affordable housing information in San Francisco.
~ Managers received training on an automated time-tracking system that the agency is set to implement in early July. The new system is a vast improvement over the former method of completing time sheets and is an example of the ways that the organization is moving to advance technology and improve efficiencies.	

Fairs/Events/ Outreach	<p>~ In June, 2-1-1 staff hosted a booth and provided outreach materials to attendees at the Vineyard Village Senior Community Annual Family Day in Livermore; City of Livermore Health and Safety Fair; Eden Area One Stop Community Resource Fair in Hayward; 2nd Annual Oakland Family Festival; C. William Johnson Community Block Party in Oakland; and World Refugee Day 2017 in Oakland.</p>
	<p>~ 2-1-1 staff conducted two disaster preparedness trainings for Eden United Church of Christ in Hayward, a presentation at the American Red Cross in Oakland, and two Disaster Trainings for Eden I&R Staff (ICS - Incident Command System for Community Responders).</p>
	<p>~ Outreach materials were distributed at the 30th Annual HIV Update Conference in Oakland, at the Oakland OCAP Public Hearing, at the Office of Emergency Services for the Yellow Command Mass Care Tabletop Exercise in Dublin, and by request for City of Hayward, West Coast Housing Authority, Alameda County SSA in Oakland, Pacific Center in Berkeley, and Berkeley Food & Housing Project.</p>
	<p>~ Eden I&R staff provided information and referrals to 433 people at resource fairs, meetings and outreach events. In total, 4,077 pieces of outreach materials were distributed in June to the public and to community partners.</p>

Alameda County Summary By City

6/1/2017 Through 6/30/2017; 2-1-1

<i>City</i>	¹ Total Calls	² Client Calls	³ General Calls	⁴ Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	⁵ Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	391	288	103	217	94	48	156	76	55	242
Albany	23	8	15	8	5	2	3	1	0	34
Berkeley	306	127	179	91	45	34	47	18	10	476
Castro Valley	72	31	41	24	12	8	13	5	4	109
Dublin	120	94	26	78	31	15	59	25	19	96
Emeryville	42	27	15	19	10	3	15	6	6	62
Fremont	232	107	125	81	40	18	54	26	11	323
Hayward	1701	1272	429	927	338	183	682	366	231	1489
Livermore	106	53	53	42	17	5	31	9	5	132
Newark	43	21	22	14	5	3	11	11	8	74
Oakland	2451	1199	1252	930	408	197	642	337	237	3431
Piedmont	2	0	2	0	0	0	0	0	0	1
Pleasanton	44	17	27	14	3	3	7	4	2	40
San Leandro	326	168	158	123	58	28	86	25	25	463
San Lorenzo	46	22	24	12	9	3	9	3	3	88
Union City	84	45	39	31	14	5	24	11	3	134
Other	947	154	793	123	33	27	56	21	16	652
Grand Total:	6936	3633	3303	2734	1122	582	1895	944	635	7846

Monthly and year-to-date 2-1-1 statistics include all calls/intakes handled by 2-1-1 Resource Specialists, including incoming calls and completed quality assurance calls. Callers include individuals in need of resource referrals as well as service providers and advocates seeking resource referrals for clients.

1. **Total Calls:** The total of Client Calls and General Calls for the reporting period.
2. **Client Calls:** The number of times Clients called during the reporting period.
3. **General Calls:** The number of callers who did not provide demographic information, birth date, and full address.
4. **Unduplicated Clients:** The number of unduplicated clients who called during the reporting period. These are callers willing to provide demographic information, birth date, and full address.
5. **Youth Under 18:** The total number of households with youth under the age of 18 in the household.

Alameda County Summary By City

7/1/2016 Through 6/30/2017; 2-1-1

<i>City</i>	¹ Total Calls	² Client Calls	³ General Calls	⁴ Un-duplicated Clients	Disabled Clients	Male Clients	Female Clients	⁵ Youth Under 18	Single Mom W/Minor Children	Referrals
Alameda	1730	968	762	406	159	74	293	126	85	2555
Albany	147	54	93	43	20	12	26	8	3	275
Berkeley	3348	1560	1788	992	369	256	633	317	185	5424
Castro Valley	685	323	362	225	72	42	158	69	47	1179
Dublin	461	282	179	127	48	25	89	41	26	644
Emeryville	597	358	239	204	85	41	148	58	48	1173
Fremont	2557	1264	1293	744	286	176	503	242	135	4240
Hayward	8407	4709	3698	2199	737	440	1543	867	518	13810
Livermore	947	432	515	282	100	64	190	98	59	1429
Newark	506	254	252	173	57	36	129	88	58	1048
Oakland	25147	12280	12867	7133	2589	1566	4787	2397	1603	45458
Piedmont	33	3	30	2	0	0	2	0	0	38
Pleasanton	552	237	315	149	36	32	97	49	29	675
San Leandro	3493	1947	1546	1074	425	246	742	363	217	6713
San Lorenzo	473	269	204	149	54	32	99	52	29	859
Union City	857	475	382	301	158	110	293	179	90	1445
Other	16191	2179	14012	1681	270	297	756	223	141	11943
Grand Total:	66131	27594	38537	15884	5465	3449	10488	5177	3273	98908

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